LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 1114—"ROOM AT THE TIP"—Req. No. 7226-8—Page—(9¾ x 11⅛ inches)—4/c Bleed—National Magazines (Offset), 1982 (A)
Printed in U.S.A.

Room at the tip.
FINE TOBACCOS
Parliament
Lights
Parliament
Lights
© Philip Morris Inc. 1982
We're pleased to announce a vacancy.
At the end of our cigarette.
This small opening keeps your lips from touching the tar that builds up on the filter.
Flush filters can't do that.
Which is why Parliament Lights are so tastefully light.
Because we provide the room for improvement.
Parliament
Lights
100's
Only Parliament Lights has the famous recessed filter.
Available in Soft Pack, Box and 100's.
Kings: 9 mg "tar," 0.8 mg nicotine—100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette, FTC Report Dec.'81.
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

2061192483

Source: https://www.industrydocuments.ucsf.edu/docs/jswn0003

2061192483